

Paris Says Taffeta for Frocks in Ribbon Form

It Is a Lively Silk That Does Not Permit of Grecian Draperies.

By ANNE RITTENHOUSE.

IF the Americans won't take taffeta by the yard, let them take it in ribbon and build frocks. Such is the decree of the Paris dressmakers. Whether or not this decree comes about through a paucity of fabric in the French markets or from obstinacy in holding the two fabrics—taffeta and crepe de chine—in the first place of fashion, is immaterial. The fact which is about to govern our newest gowns is that these two materials will be

The insistence upon this sprightly silk with its dominating character is due, undoubtedly, to the stern efforts of a certain set of designers to coerce women into wearing clothes that are a mixture between old Spanish and Victorian-French. Probably it is better, to designate the 1870 fashions Eugénie-French, for the Empress did go into society and liked it, whereas it was the custom of the English smart set to say with a contemptuous shrug that "the Queen was not in society." Reminiscent, isn't it, of the way smart Washington has talked of the President? Whatever the source of distended skirts, wide hems, tight bodices and small sleeves, the fact remains that French leaders are doing their best to make them a part of the present fashion. The Americans who have been meeting in council to ordain a purely national silhouette for this spring have dropped from Napoleon the Little to Napoleon the Big and launched the Directoire.



At the left is a gown of ribbon. The colors are deep blue, with brightly toned flowers. The puffed sleeve and lace ruffle present a new idea. The seated figure shows a frock built of ribbon of extra width. The foundation is Nattier blue with huge shaded pink roses. The bodice is formed by two pieces of ribbon. All these Lanvin frocks have the belt placed at the normal waistline. Third is one of the new Jeanne Lanvin frocks built entirely of wide watered ribbon. The strips of ribbon are put together with bands of black Chantilly lace. The girdle bodice has a top of this lace.

employed to build a vast and diverse number of garments.

We have not had the crepe de chine obsession over here. Buyers who brought back clothes from France had chosen more variety in fabrics than the French houses offered and had expressed themselves as somewhat perplexed as to the loyalty shown by classes and masses to the one kind of weave for all kinds of gowns. That might do for one city, they said, but not a continent.

Duchenne caught us right and good. It swirled over the continent like a storm. Every woman was snatched up by it, although warnings were sent out broadcast as to its ability to perish. But the time for this velvet theud dangerous yet altogether lovely the brie is passing. In the Northern can imitate the weave will be suitable and comfortable for two months yet, but the trend of thought is toward the immediate future. What we will wear is the problem shaping in our minds. The answer accents taffeta and crepe de chine. We are to take up the French fashion, you see.

Most Regard Her Own Type.

It is wise for a woman to regard well her own figure and type as she approaches a season devoted to the adoption of these two materials. It may not be necessary for her to choose between them. If she is exempt from the troublous and vexatious business of always making a choice, of trying to be fashionable and not unlovely at the same time, then let her trip lightly into any shop or dressmaking house and pick up at random that which is put before her and which pleases her whim or wish.

The perplexed majority are not as these. They must bring more judgment and shrewdness than inclination and money to the proposition of a new frock or an entire seasonal wardrobe. They will find themselves at the crossroads between taffeta and crepe de chine as soon as the last vestige of their winter clothes has given its ultimate service. They will find that the dressmakers and shops have declared both materials good in their sight and propose to make a rich harvest with them.

The reason they will be placed between two choices is this: That crepe is for the large, the full, the florid; taffeta is for the small, the pale, the slender. Yet each woman will ask herself each time she views the fabric whether she is too large to wear the one or too thin to wear the other. Such is the influence of fashion.

Taffeta presents the more acute problem. It cannot be built up into fulness like crepe. It stands out stiffly from the figure even when plainly cut and adjusted. If it has ruffles and puffs it becomes impossible for the big woman.

Crepe has the disadvantage of clinging without any effort of concealment to every bone of the body. It is a revealing and a disillusioning fabric. Fortunately, there is no intention of building it up with severity upon any kind of figure, for it is preeminently the fabric for drapery; but no amount of pointed cascades or irregular loops keeps it from plainly disclosing whatever anatomical deficiencies one may wish to conceal.

Through these qualities it gives, therefore, grace to the large and somewhat dominating figure. Taffeta gives added bulk and a strain of awkwardness to any but the willowy. There is the choice.

As Mr. Chesterton in his American lectures has scoffed at "the ignorance of the educated" when they refer to British and American stock as Anglons, it may be better to find another label for the type of woman we are inclined to define in that manner—at least, to find another label while Mr. Chesterton is in the country and is making us self-conscious about our daily mistakes. So suppose we say the "big woman" is wiser if she looks at taffeta from a safe distance, leaving its evident popularity to that new type of woman that has grown, seemingly, to fit the present fashions.

One country wants the tight, slim bodices extending to the hips, the other wants the high waist encircled under the bust. The more diversity the merrier. Let us welcome all obstacles to moulding women into one form, one fashion. It makes for a gay and harmless war, although it may leave the manufacturers a bit puzzled.

Whatever silhouette taffeta may assume it seems to be reasonably clear that the Egyptian, the Oriental, the Northern African will not do. If the French win, or if the Americans win, there's an end to primitiveness in the result.

Taffeta is a sophisticated fabric. It lends itself to artificiality and it expresses itself best in eras when lines and curves are built, not revealed.

Looking at it in that light it has deep significance. If it comes into general usage now it will express itself as always, and that alone means an abrupt turn about from what has endured for years.

You can see, can't you, how the two fabrics, both offered for the spring and both launched at Palm Beach in new gowns with equal success, mean more than an idle whim on the part of the designers who rule the destinies of our wardrobes and, by the same token, our finances?

Ribbon for New Taffeta Frocks.

The American dressmakers say that Lanvin launched ribbon evening frocks in order to use up the vast quantities of manufactured ribbon which have pyramided through negligence of the public. Never have ribbons been more beautifully woven. Yet the counters bear miles of them. They are expensive; that's the reason for their surplus-to-day. Women have hesitated to buy an accessory at a huge price when they could get material by the yard without paying more.

When the economist smashes at the idea of building a quantity of ribbon frocks at a small outlay she is reckoning without the cost. On a rack at a ribbon counter will send her away wiser. The dressmakers have no hesitancy in using these wildly expensive fabrics, for they do not want to lower the price of their gowns, but the home dressmaker will think thrice and then not act.

And such ribbons are chosen to build these new taffeta frocks that are to oust the Egyptian, restore artificiality, build up new curves. They are as colorful as the Pharaohs would have liked. They have the glory that is ancient Chinese. They are heavily designed in flowers, in stripes, with the former given the preference. They are not altogether unlike much of the taffeta by the yard, but as they are a bit more sensational, they are launched in the extreme types of the approaching fashion.

They accentuate the wide effort to displace plain materials with flowered ones upon which the conservatives look with a wary eye. And well they may. The looms seem to have thrown themselves into a fervor of ecstasy in creating figurations for women to bear upon their bodies. Yet the counters bear miles of them. They are expensive; that's the reason for their surplus-to-day. Women have hesitated to buy an accessory at a huge price when they could get material by the yard without paying more.

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Men's & Women's \$10.60
"India" Umbrellas, \$6.20

Covered with fine quality all silk serge with tape edge, also rainproof and serviceable. The women's handles are finely assorted ebony and hardwoods with silk cord loops and bakelite rings. The men's handles are in the popular hook and crook shapes.

Main Floor.

Fulton Street
Bond Street

Exceptional Conditions Make Possible These Exceptional Sales of Fine Hosiery and Underwear

THESE are exceptional times in the manufacturing industry. Not in years have manufacturers in Hosiery and Underwear offered such fine and worthy quality merchandise at such little prices. Along with other groups tomorrow we shall offer

Women's 75c. to \$2.50 Vests and Drawers, 49c. to \$1.39
Of fine cotton and merino.

Women's \$1.50 to \$4.50 Union Suits at 69c. to \$2.98
Of fine cotton and merino.

Children's \$1.25 Union Suits, 79c

Of fine cotton.

Men's \$1.50 to \$3.50 Shirts and Drawers, 98c. to \$2.69
Of wool and cotton mixed.

Men's \$2.25 to \$6.90 Union Suits, \$1.69 to \$5

Of cotton, also wool and cotton mixed.

Spring and Summer Weight Underwear

Men's \$2.25 Union Suits for \$1.59
Men's \$1 Balbriggan Shirts and Drawers at 79c

Women's \$1 Union Suits at 79c
Women's 45c. Vests, 3 for \$1
Women's 29c. Vests for 19c

Women's 75c. and \$1 Stockings at 55c

Silk lisle, fine cotton and silk fiber Stockings in black, white and colors.

Women's Superfine \$2 Silk Stockings at \$1.45

Fine thread silk Stockings in black, white and colors, made with mercerized soles and tops to insure service.

Women's \$3 "Onyx" Silk Stockings, \$1.95

Heavy weight ingrain thread silk Stockings, made with double silk tops and silk soles. A value not equaled in many months.

Children's 79c. Sport Stockings, 3 Pairs for \$1

Sport Stockings of superior quality, with roll tops, in black and cordovan. Sizes 7 to 10 inches.

Children's 29c. Stockings, 19c

Fine ribbed black cotton Stockings.

Children's 50c. Stockings, 39c

Black, white and cordovan fine ribbed cotton Stockings.

Children's \$1.25 Stockings, 79c

Worsted mixed Sport Stockings with roll tops in the wanted brown mixtures with fancy colored tops.

Men's 75c. Sport Socks, 39c

Brown mixed wool and cotton Sport Socks.

Men's 75c. and 85c. Sport Socks, 59c

Wool and cotton mixed Sport Socks in black, Oxford and heather mixtures.

Men's \$1.50 Sport Socks, 98c

Including both English and domestic makes.

Men's 50c. Socks at 39c

Splendid quality fine gauge cotton Socks in various colors.

Women's and Children's Underwear, Second Floor. All other Merchandise on the Main Floor.

6,000 Pairs Women's 35c. to 50c. Stockings, 22c. Pair

Cotton, silk lisle and silk fiber Stockings in black and colors. There are all sizes in the lot, but not in every style.

On Basement Table

Frederick Loeser & Co. INC.

BROOKLYN-NEW YORK

Business Hours 9 to 5:30

Livingston St.
Elm Place

\$495 Hudson Seal Coats,
\$295

Full model, large cape
collars and cuffs of skunk.
Lining of fine Pussy Wil-
low.

Second Floor.

Good News

READ herewith as good news of low prices on desirable merchandise as you ever read—perhaps the best you ever read.

It is characteristic of Loeser's.

It is characteristic because it tells THE FACTS about these goods we have for sale; tells them as clearly and truly as we can put them down.

It is characteristic too because THERE IS SOMETHING HERE OF INTEREST TO EVERY ONE AND FOR EVERY HOME, just as there is always interest for every one throughout the Loeser Store.

We do not believe in "bait" in our storekeeping.

We do not mark down a price here and there to get you into the Store. We spend our energies and our experience to gather here full stocks of the goods that people want for beauty and service; to make prices on them as low as possible; to see to it that you find what you want easily, quickly and that you have courteous and pleasant attention here.

Take tomorrow's offerings as an index of the Store and its service. We count YOUR SATISFACTION as the best thing we can strive for.

Here Are Splendid Values In Women's Apparel Suits, Coats, Dresses

A SALE OF SUITS for early spring wear, of smart Skirts that will meet the needs of coming days and Coats and Wraps whose collars of fur will be gratefully enjoyed on many a cold day to come, while to give an ample measure of good things at these low prices is added a special sale of extraordinarily pretty Dresses.

\$21.75 and \$29.75

Are Modest Prices for Such Dresses

Fashioned of silk fiber tricolette in the long-waisted styles and richly embroidered are among the number at \$21.75. More elaborate are the Dresses of soft clinging satins and tricotines and for street wear are wonderful values in well tailored navy serges.

Navy, brown, blues, black, taupe, henna and grays. Women's sizes 34 to 44. Small women's and misses' sizes 14, 16 and 18 years.

Suits for Spring, \$13.75

Snowy days and rainy days the trim Suit for utility wear is a joy and these Wool Jersey Suits are exactly the sort of Suit one needs. There are four distinctly different models, well tailored, youthful in design, smart manish pockets, string belts and with shawl or notch collar. Colors are blue, all the soft heather shades, brown and purple, porcelain, black, reindeer, tan, copper, green, henna and beige and the new blues.

Women's sizes 34 to 46. Coat length 30 inches.

Misses' sizes 14, 16 and 18 years. Coat length 28 inches.

Fur-Trimmed Coats and Wraps

Now \$18.75, \$35 and \$45

That Formerly Sold at \$35, \$65 and \$89.50

Coats of the finer grades, the soft pliable warm bolivia, the silvertones, suede velours, plushes and silk velours, and many have rich fur collars, while others are strictly tailored.

These Coats and Wraps, not many in number, but of unusual values, are repriced, and every woman will realize how necessary a Coat of this kind is in the colder days to come.

Fur collars of Australian opossum, taupe nutria, gray squirrel, French seal and dyed opossum.

Sizes are incomplete in every style, 34 to 36 and a few from 38 to 40. In plush the sizes are as high as 42 to 50. Misses' sizes 14, 16 and 18 years.

Second Floor.

THE PIANO HOUSE OF BROOKLYN A Most Remarkable Sale of Three Well Known Makes of High Grade Baby Grand Pianos

All at Standard Values Considerably Higher

For
This Sale
\$675



For
This Sale
\$675

MOST manufacturers of Pianos have their factories uncomfortably crowded with instruments just now, due to the slowing down of orders. To keep their factories running on full time three leading manufacturers of Baby Grand Pianos have made arrangements with Loeser's to dispose of a limited number of these instruments at a substantial reduction in price—and so this very unusual sale.

All three of the makes of Baby Grand Pianos are well known and accepted by the musical world as high grade instruments. You will find them all fine musical instruments, and both the manufacturers' and Loeser's guarantee that they will give the satisfaction expected from instruments of the better class. It is a wonderful opportunity! The instruments are all that can be desired. The price is quite exceptional.

YOUR OWN TERMS--IN REASON

We will be glad to make the buying of one of these instruments a comparatively easy matter for the average home. In fact we invite you to submit your own plan of payment. If it is in business reason we will accept at once. The instrument will be delivered at once and you may pay for it in convenient deferred payments extending over a long period of time. Come in now and make your selection. Three fine well-known makes to choose from.

If You Cannot Come Personally, Mail This Coupon

FREDERICK LOESER & CO., INC.

Music Salon, Brooklyn, N. Y.

Please let me have, without obligation, further information about Baby Grand Pianos at \$675 referred to in your advertisement.

Name.....

Full Address..... H 2-6-21

Another Remarkably Fine Lot of 39c Huck Towels for 25c

THESE TOWELS are similar to those which caused such a stir last week. Substantial, full bleached, hemmed and hemstitched Huck Towels in a variety of good border designs; size 18x36 inches. We acquired this lot through a most fortunate purchase. Duplicates of Towels which have been selling right along at 39c. each.

69c. Huck Towels, 50c

Part linen and part cotton hemstitched Huck Towels, extra large sizes, in neat border patterns.

75c. Huck Towels, 59c

Part linen and part cotton hemstitched Huck Towels, with neat red and blue borders.

\$1 Huck Towels, 75c

Part linen and part cotton hemstitched Huck Towels, some all white, others with neat red and blue borders.

\$1 Huck Towels, 75c

All linen hemstitched Huck Towels in neat border patterns.

Turkish Towels

Extra large size white Turkish Towels with hemmed ends:

39c. Towels for 19c
50c. Towels for 25c
59c. Towels for 39c
75c. Towels for 50c
99c. Towels for 59c
99c. Towels for 69c

39c. Typed Towels, 39c

75c. Typed Towels, 59c

Part linen and part cotton Towels in good, practical sizes.

69c. Kitchen Towels, 49c

Twilled Irish, part linen and part cotton Towels.

\$1 Kitchen Towels, 79c

Twilled Irish linen Kitchen Towels.

15c. to 21c. Crash Toweling, 7c. Yd

Cotton crash Toweling with neat pink borders.

30c. Crash Toweling, 15c. Yard

Part linen and part cotton Toweling, for dish or roller towels, with neat blue borders.

39c. Crash Toweling, 19c. Yard

Part linen and part cotton Toweling, with blue borders.

59c. Crash Toweling, 39c. Yard

Irish linen crash Toweling, for dish and roller use, with neat red borders.

Mercerized Table Damask

Bleached mercerized Table Damask in a variety of patterns:

69c. yard, regularly 89c.
\$1 yard, regularly \$1.39.
\$1.50 yard, regularly \$1.75.

\$3.50 Tea Cloths, \$2.98

All linen satin damask Tea Cloths in a variety of floral patterns, with hemstitched edges.

Hemstitched Linen Sets

Consisting of one Cloth and 6 Napkins to match, of Irish linen:

66x66 Cloths, formerly \$10.50
66x84 Cloths, formerly \$16. \$12.50

\$7.50 and \$8.50 Pattern Table Cloths, \$5 and \$6

Irish linen pattern Table Cloths, in various patterns.

Pattern Table Cloths

Irish linen pattern Table Cloths, in neat designs:

70x70 Cloths, reg. \$9, at \$7.50
70x88 Cloths, reg. \$11, at \$9.50

Napkins to match, regularly \$13 a dozen, at \$11

Part linen and part cotton pattern Table Cloths in neat patterns:

70x70 Cloths, reg. \$6, at \$4.50
Napkins to match, 22-inch size, reg. \$8.50, at \$6.50

Irish linen double satin damask Table Cloths:

2 x2 yd. Cloths, reg. \$18, \$12.50
2 x2 yd. Cloths, reg. \$22, \$16.50
2 x2 1/2 yd. Cloths, reg. \$25, \$19.50
2 1/2 x2 1/2 yd. Cloths, reg. \$26, \$15.50

New Purchase of Waists

Featuring All White Tailored Silk Waists
\$5 Value at \$2.98

DELIGHTFULLY trim are these new Waists for spring, fashioned of the finest quality of white broadcloth silk with the becoming Tuxedo collar and fastened with two large pearl buttons.

These Waists have the most approved sleeve that is full length and has the turn back cuff.

These tailored Waists are an admirable selection for sports wear with separate skirt or with the new spring suit, and will be a favored mode of the season. A very special value. All sizes.

Second Floor.

Mill Lengths of 32 Inch Zephyr Ginghams 35c Yard : Regularly 69c

THE OVERRUNS of one of the best American manufacturers; lengths of 2 to 7 yards, in a variety of attractive check patterns, stripes, handsome plaids and solid colors. All 32 inches wide and Ginghams regularly 69c. a yard at 35c.

36-Inch Printed Percales at 25c. Yard

On white, blue and gray backgrounds in stripes, fine figures, dots and small checks. Adaptable for women's housedresses, aprons, etc.; also men's shirts and boys' blouses.

Second Floor.